

**Testimony of
Gary M. Slovin / Mihoko E. Ito
on behalf of
Enterprise Holdings, LLC**

DATE: March 3, 2015

TO: Ann H. Kobayashi, Chair
Committee on Budget, City Council
City and County of Honolulu

RE: **Bill 10 – Relating to Car Sharing**
Hearing Date: Wednesday, March 4, 2015 at 9:00 am

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Dear Chair Kobayashi, Committee on Budget Members, and Members of the City Council:

We submit this testimony on behalf of Enterprise Holdings, which includes Enterprise Rent-A-Car, Alamo Rent-A-Car, National Car Rental, Enterprise CarShare and Enterprise RideShare.

Enterprise initiated the car sharing concept in Hawaii through its program at the University of Hawaii. The Enterprise car sharing program enables members of the program to have access to a car by the hour for an hourly rate instead of having to rent a car at a daily rate when they only need it for a short time.

Enterprise **supports** Bill 10, which establishes a pilot program to dedicate parking stalls for use by car sharing organizations at City parking spaces and facilities. Car sharing can help the City meet environmental goals by taking cars off the roads, reducing congestion and reducing pollution. Many residents in urban areas only need cars occasionally for short trips. Car sharing will enable many of them to give up their cars.

The Enterprise model, employed by other companies as well, is based on having the cars at fixed locations for round trips. A different model, also provided for in the bill, enables users to leave the vehicle near their destination in one-way trips.

Bill 10 proposes that the annual fee for either reserved stalls or for free floating decals would be \$2,500. Enterprise supports this measure because it provides a return to the City, services car share users, and establishes a system that does not favor one business model over another. Regardless of the slight variations of their respective models, the fact is that the companies involved in car sharing are competitors. Therefore, if the fee for one model is less than the fee for the other, the company with the lower fee has a distinct advantage over the company with the higher fee. Enterprise believes that such a difference would be unfair. For that reason, as noted, we favor the approach in the present bill.

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EAN is happy to provide additional information to the Council based on experiences it has had with other states that have implemented car sharing parking systems.

Thank you for the opportunity to submit testimony on this measure.

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